

# Fashion Calendar 1948

8-30-48

FILE

JANUARY

FEBRUARY

MARCH

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## FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<b><u>WEEK ENDING SATURDAY, AUGUST 28, 1948</u></b>			
Just Issued	THREE NEW TEXTILE COLOR CARDS	THE TEXTILE COLOR CARD ASSN. OF THE U. S., INC.	200 MADISON AVENUE
<p>Three new color cards have just been issued by the Textile Color Card Association to its members: (1) The women's shoe and leather card for Spring 1949, containing 17 shades; (2) The men's shoe and leather card for Spring 1949, showing 20 colors in leather; (3) The confidential advance rayon collection of 19th century pastel colors. Contact: Margaret Hayden Rorke, Managing Director, MU. 5-5881.</p>			
Friday August 27	INTRODUCTION OF NEW GIRL SCOUT UNIFORM	MAINBOCHER; GIRL SCOUTS OF AMERICA	ESSEX HOUSE GARDEN
11:00 A.M.	Press preview to introduce new Girl Scout uniforms, designed by Mainbocher. Showing will be followed by buffet luncheon. Attendance by invitation only. Mainbocher Publicity: Eleanor Lambert, PL. 5-8580. Girl Scouts Publicity: Mrs. Ely Maxwell, MU. 2-2505.		
Saturday August 28	"SMOOTH AS A SENIOR" FASHION SHOW	GIMBELS	3RD FLOOR
11:00 A.M.	Back-to-school fashion show in the Calling All Girls series, entitled "Smooth As A Senior". Commentator: Nancy Pepper, editor "Calling All Girls" Magazine. Publicity: Terry Mayer, PE. 6-5100, Ext. 600.		
Saturday August 28	FASHION SHOW AND CAMPUS PARTY	L. BAMBERGER & CO. NEWARK, N. J.	9TH FLOOR AUDITORIUM
2:30 P.M.	Bamberger will have their Campus Center Rush Week party and fashion show. Open to public. Publicity: Mary Grizzard, Market 2-1212 (Newark).		
<b><u>WEEK BEGINNING MONDAY, AUGUST 30, 1948</u></b>			
Tuesday August 31	LUNCHEON FOR BEAUTY PRESS	COTY, INC.	WALDORF-ASTORIA JANSEN SUITE
12:30 P.M.	Coty will entertain the beauty press at a luncheon at 12:30 P.M. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
August 31	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 2).		
Tuesday August 31	PRESS PREVIEW OF NEW SHOE SALON	J. & J. SLATER	MADISON AVENUE AT 54TH STREET
4:00 P.M.- 6:00	J. & J. Slater's private preview of their new shoe salon featuring Fall and Winter shoes and accessories as well as several new departments. Cocktails		
	By invitation only. Publicity: Ruth Hammer Associates, EL. 5-6043.		
Tuesday August 31	SHOWING OF FALL AND WINTER COLLECTION	SYDELL (666 FIFTH AVENUE)	LIDO BEACH CLUB LONG BEACH, L. I.
9:00 P.M.- 10:00 P.M.	Sydel will present her custom-made collection of suits, daytime, cocktail and evening clothes, ending with a bridal procession. Contact: PL. 8-0892.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
<u>PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS</u>			
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.			
Tuesday August 31	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE. PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday Sept. 1	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST. PUBL.: RUTH WALTZ	CI. 7-7200
Thursday Sept. 2	<u>HENRI BENDEL</u> At 11:00 A.M.	10 WEST 57TH ST. PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday Sept. 7	<u>JAY THORPE</u> At 2:30 P.M.	24 WEST 57TH ST. PUBL.: JOAN STAFFORD	CI. 7-4300
Wednesday Sept. 8	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE. PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 9	<u>BONWIT TELLER</u> At 12:00 Noon	721 FIFTH AVE. (Buffet Luncheon) PUBL.: CAROLYN HAIGHT	EL. 5-6800
Thursday Sept. 9	<u>STEIN &amp; BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST. PUBL.: ELEANOR LAMBERT	PL. 5-8580
Tuesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M. -- Designed by Castillo.	691 FIFTH AVE. PUBL.: ELIZABETH MACKINTOSH	PL. 3-3410
Wednesday Sept. 15	<u>OLDRIC ROYCE</u> At 11:00 A.M.	16 EAST 52ND ST. PUBL.: ELIZABETH MAHER	EL. 5-4248

Wednesday Sept. 1 9:00 A.M. Coffee	PRESS PREVIEW: NEW MILLINERY SALON Press preview of Jaeckel's new millinery salon, which will be open to the public that same day. Coffee at 9:00 A.M. Press showing promptly at 9:30 A.M. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	JAECKEL	10 EAST 57TH STREET MAIN FLOOR
Sept. 1 MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Above).			
Wednesday Sept. 1 2:30 P.M.	PRESS SHOWING OF FALL COLLECTION Alice Orovan will present a press showing of her Fall and Winter "Down To Earth" fashions, bridging the gap between custom-made and immediate wear clothes. Attendance by invitation only. Contact: Mary Lee, EL. 5-6416.	ALICE OROVAN	785 FIFTH AVENUE SALON
Thursday Sept. 2 9:00 A.M. Breakfast	PREVIEW OF FASHIONS AT BREAKFAST SHOWING Semi-annual breakfast for the fashion press by Macy's, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Sept. 2	V-J DAY (Thursday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 2	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 2.)		
Thursday	PRESS SHOWING OF	MARTHA	501 MADISON AVENUE
Sept. 2	FALL FASHIONS		SALON -- RM. 1201
4:00 P.M.	Martha will present daytime, cocktail and evening fashions to the press.		
Cocktails	By invitation only. Publicity: Diana Green Associates, PL. 8-1941.		
Sept. 6	LABOR DAY (Monday).		
Monday	ELEVENTH FALL	NEIMAN-MARCUS	DALLAS
Sept. 6	FASHION EXPOSITION		TEXAS
8:30 P.M.	Presentation of the Neiman-Marcus awards for distinguished service in the field of fashion at the store's Eleventh Annual Fall Fashion Exposition. Edward S. Marcus, vice-president, will present awards to Mme. Bonnet; Claire McCardell; Castillo of Elizabeth Arden; and General Julius Ochs Adler, Vice Pres. and General Manager of the N.Y. Times. (The fashion show will be repeated, if the demand for tickets warrants it.) Tickets: \$2.50 -- Proceeds for Damon Runyon Cancer Fund. Publicity: Frances Gardiner, LO. 4-1200; Marihelen MacDuff, Neiman-Marcus, Dallas, Texas.		
Postponed	THE HATTIE CARNEGIE CUSTOM COLLECTION FOR PRESS, ORIGINALLY SCHEDULED FOR		
Sept. 7	TUESDAY, SEPT. 7, AT 11:00 A.M., HAS BEEN POSTPONED. (New date later.)		
Sept. 7	JAY THORPE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 2.)		
Beginning	NEW HOLIDAY LINE	BON RAY DANCE FROCKS	525 SEVENTH AVENUE
Tuesday	OF EVENING DRESSES		SHOWROOM
Sept. 7	Bon Ray will have continuous showings of their new line of evening dresses, designed by Celia Phillips. Contact: Morris Berman, WI. 7-0818.		
Wednesday	PRESS PREVIEW OF	GOTHAM HOSIERY	RITZ CARLTON HOTEL
Sept. 8	HOSIERY FASHIONS		CRYSTAL GARDEN
12:30 P.M.	Showing of new Gotham Hosiery at a luncheon for the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Luncheon			
Postponed	THE FIRA BENENSON CUSTOM COLLECTION FOR PRESS, ORIGINALLY SCHEDULED FOR		
Sept. 8	WEDNESDAY, SEPT. 8, AT 11:00 A.M., HAS BEEN POSTPONED. (New date later.)		
Wednesday	PRESS PREVIEW: NEW	SEAMPRUFE, INC.	412 FIFTH AVENUE
Sept. 8	SEAMPRUFE SLIPS		SHOWROOM
3:30 P.M.	Introduction of the new Seamprufe offices and showroom, with a fashion presentation, "X-ray View of the Girl in the Seamprufe Slip." Commentator: Dennis James, radio and television M.C. Cocktails and tour of showroom at 3:30 P.M. Showing at 4:00 P.M. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.		
Cocktails			
Sept. 8	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 2.)		
Sept. 9	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 12:00 NOON. (See Page 2.)		
Thursday	FUR FASHIONS AT	JAECKEL, INC.	ST. REGIS HOTEL
Sept. 9	LUNCHEON SHOW	(10 EAST 57TH ST.)	ROOF
1:00 P.M.	Jaeckel will present custom-order fur fashions, in addition to "Champagne" budget furs. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Jaeckel Publicity: Lillian Stein, PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Luncheon			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 9	STEIN & BLAINE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 2).		
Thursday Sept. 9 4:00 P.M. Cocktails	PREVIEW OF NEW FALL MILLINERY Dorothy Gordon will present a preview of her new Fall hats. By invitation only. Publicity: Hickory Associates, MU. 7-9274.	DOROTHY GORDON	14 EAST 56TH STREET SALON
Postponed Sept. 9	THE G. HOWARD HODGE MILLINERY SHOW, ORIGINALLY SCHEDULED FOR SEPT. 9 AT 5:00 P.M., HAS BEEN CHANGED TO THURSDAY, SEPT. 15, AT 4:30 P.M. (See P. 6).		
Thursday Sept. 9 6:00 P.M.	BRAND NAME FALL AND WINTER FASHIONS Semi-annual showing of brand name Fall and Winter fashions. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS NEW YORK	3RD FLOOR
Saturday Sept. 11 11:00 A.M.	McCALL PATTERN FALL FABRICS SHOW Fall fabric jubilee fashion show presenting new Fall patterns. Press preview on September 11 at 11:00 A.M. Open to public September 13 at 11:00 A.M. and September 15 at 6:00 P.M. Publicity: Jean Saville, WI. 7-7000, Ext. 521.	JAMES McCREERY & CO.	3RD FLOOR
Saturday Sept. 11 2:30 P.M.	"MALE-TESTED" COLLEGE FASHION SHOW Bamberger's Campus Center "Male-Tested" fashion show with board of judges from Princeton University, patterned after the Cosmopolitan Magazine feature. Open to public. Publicity: Mary Grizzard, Market 2-1212 (Newark).	L. BAMBERGER & CO. NEWARK, N. J.	9TH FLOOR AUDITORIUM
Week Of Sept. 12	NEW YORK FALL MILLINERY WEEK Leading stores in New York will feature millinery in window and interior displays, advertisements and promotions, showing new styles, colors and silhouettes in every price range for women of all ages. Contact: Matthew Hyland, National Director, Millinery Promotions, Inc., LU. 2-2250.	MILLINERY PROMOTIONS (2 WEST 46TH ST.)	NEW YORK CITY
Monday Sept. 13 10:00 A.M. Champagne Breakfast	PRESS PREVIEW OF NEW STORE AND FASHIONS "Bond Comes to Fifth Avenue" with a special preview for the fashion press of their new store on Fifth Avenue, followed by a fashion show. Interior decor by Morris Lapidus. Breakfast at 10:00 A.M. Tour of women's departments at 10:30 A.M. Fashion show promptly at 11:00 A.M. Attendance by invitation only. Publicity: Jerry Halprin, WI. 7-6550.	BOND FIFTH AVENUE	380 5TH AVE. (AT 35TH) FLIGHT DECK (4TH FL.)
Monday Sept. 13 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION The Tailored Woman's daytime and evening fashions will be presented during luncheon. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
Monday Sept. 13 3:00 P.M.	PRESS SHOWING OF CUSTOM FASHIONS Presentation of Fall custom-order fashions to the press by Carrie Munn. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	CARRIE MUNN	640 MADISON AVENUE SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 13-	SHOWING OF HOLIDAY AND RESORT COLLECTION	HAROLD SUSMAN, INC.	498 SEVENTH AVENUE SHOWROOM
Oct. 15	Continuous daily showings of a collection of dresses for holiday and resort wear, designed by Jennifer of Harold Susman, Inc. Press, by appointment, at their convenience. Publicity: Ruth Hammer Associates, EL.5-6043.		
Week Of Sept. 13	ADVANCE SPRING OPENINGS OF GUILD SHOE LINES	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS
	Shoes to be featured include: (1) Late Winter shoes for daytime wear; (2) Dress and evening shoes; (3) First Spring footwear; (4) Resort models; (5) Holiday gift boudoir needs. Members include: Beleganti, Inc.; Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc., I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft); Setroy, Inc. (Seymour Troy); Reual, Inc.; M. Wolf Sons, Inc. (Loupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, RE. 4-4888.		
Monday Sept. 13	CALIFORNIA RESORT AND SUMMER FASHIONS	COLE OF CALIFORNIA	840 SO. BROADWAY LOS ANGELES, CAL.
	Gala outdoor opening of Cole of California line of Resort and Summer 1949 beach and near-the-beach fashions. By invitation only. The line will be presented in the Los Angeles showroom, by appointment, beginning Tuesday, September 14. Contact: Elizabeth D. Adams, 2615 Fruitland Road, Los Angeles 11, California.		
Beginning Sept. 13	CALIFORNIA APPAREL CREATORS SHOWINGS OF NEW RESORT AND CRUISE LINES IN LOS ANGELES. CONTACT: CALIF. APPAREL CREATORS, 756 S. B'WAY, L.A. 14.		
Monday Sept. 13	OPENING OF BELMONT PARK FOR RACING (THROUGH OCTOBER 2). Women's Publicity: Joan Gaines, CI. 6-1373.		
Tuesday Sept. 14 10:30 A.M.	PRESS SHOWING OF FALL FASHIONS	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
	Bloomingdale's will present Fall and Winter ready-to-wear fashions at their semi-annual showing for the press. Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900.		
Tuesday Sept. 14 1:00 P.M. Luncheon	GOWNS AND MILLINERY AT LUNCHEON SHOWING	D'LAURENCE ROTH; MARY GOODFELLOW	HOTEL PIERRE COTILLION ROOM
	Presentation of custom-made fashions by D'Laurence Roth, with new Fall millinery by Mary Goodfellow. Press by invitation. Public by reservation; contact: "Jack", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.		
Tuesday Sept. 14 2:30 P.M.	FALL FASHION PRESENTATION	MARTIN'S BROOKLYN	3RD FLOOR
	Showing of coats, suits, dresses and furs for Fall. Open to public. Publicity: Kay Connelly, TR. 5-3100.		
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 2.)		
Tuesday Sept. 14- Sept. 15	32ND ANNUAL LEATHER SHOW AT WALDORF-ASTORIA, BALLROOM. The show will be open from 10:00 A.M. to 10:00 P.M. on the first day; and from 10:00 A.M. to 4:30 P.M. on the second day. Contact: Tanner's Council of America, 100 Gold Street, BE. 3-0494.		
Sept. 15	OLDRIC ROYCE'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 2.)		-5-

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 15 12:30 P.M. Luncheon	FASHION GROUP LUNCHEON MEETING  <u>Paris Report</u> will be the subject of this luncheon meeting. Speakers: Bettina Ballard, fashion editor, Vogue, on "Sifting the News"; Eleanor Reamer Smith, fashionist, Kaufman's Department Store, Pittsburgh, on "Promoting the News." Price (including tax and tip): \$4.25 for members; \$4.75 for guests. Guests are limited to one for each member. Contact: The Fashion Group, Inc. CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Wednesday Sept. 15 1:00 P.M. Luncheon	FALL AND WINTER FASHION PREVIEW  Showing of Fall and Winter fashions by Arnold Constable at luncheon. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Miss Lou Hutchinson, CA. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 15 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW  Gunther will present "Fashions For Your Winter Wardrobe" during luncheon. Press by invitation. Public by reservation; contact: "Jack", Cotillion Room headwaiter, TE. 8-8000. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	GUNTHER	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 15 2:30 P.M.	JEUNES FILLES FASHION SHOW  Presentation of Jacques Heim Jeunes Filles collection at Altman's. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Sept. 15 4:30 P.M. Cocktails	PRESS PREVIEW OF PARIS MILLINERY  Showing of original Paris millinery selected and imported by G. Howard Hodge on his current trip to Paris, Italy and Switzerland. Also, a presentation of his own American millinery adaptations. For fashion press and millinery store executives by invitation only. (Note change of date). Contact: G. Howard Hodge, 1 West 39th Street, LO. 4-0430.	G. HOWARD HODGE	RITZ-CARLTON HOTEL BALLROOM
Thursday Sept. 16 11:00 A.M. Champagne	PRESS PREVIEW OF FALL FASHIONS  Preview of new Fall furs and fashions, including trimmed and untrimmed suits, dresses and accessories. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 8-3145.	B. WEINSTEIN	7 EAST 57TH STREET SALON
Thursday Sept. 16 1:00 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON  Macy's will present Fall fashions at a luncheon show. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publ.: Dorothy Wentworth King; or Adele Brown, PL. 3-1740.	MACY'S NEW YORK	HOTEL PLAZA
Thursday Sept. 16 3:00 P.M.	PRESS SHOWING OF ADVANCED CUSTOM FASHIONS  Mme. Elanora Garnett will present her advanced custom-made gown collection for Fall and Winter 1948. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	ELANORA GARNETT	47 EAST 51ST STREET SALON

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Thursday Sept. 16 3:00 P.M.- 10:00 P.M. Cocktails	PRESS PREVIEW: NEW FASHIONS IN GLASSES Fashion presentation of new fashions in glasses and frames which will retail from \$12.50 to \$15,000. Press preview by invitation only. The show will be open to the public from 3:00 P.M. to 10:00 P.M. on September 17, 18, 19. Contact: Monroe B. Levoy, CI. 5-5211.	TURA, INC. (130 W. 57TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Monday Sept. 20 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Presentation of De Pinna's Spectator Sports, Town, and Young Modern fashions. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Monday Sept. 20- Sept. 25	THIRD ANNUAL NAT'L SWEATER WEEK Slogan: "Look Better in a Sweater". Official posters, pictures and mats are available. Publicity: Martin Stern, 60 East 42nd St., VA. 6-0543.	KNITTED OUTERWEAR FOUNDATION	THROUGHOUT THE COUNTRY
Tuesday Sept. 21 10:00 A.M.	PRESS SHOWING OF ADRIAN FALL CLOTHES Gunther will present the Adrian collection of Fall and Winter clothes to the press in the Adrian Room at 10:00 A.M. Attendance by invitation. Showings for customers will be held Sept. 21 at 2:00 P.M. and 4:30 P.M.; Sept. 22, at 10:00 A.M. and 2:00 P.M. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE ADRIAN ROOM
Tuesday Sept. 21 4:00 P.M. Cocktails	PRESS SHOWING OF CUSTOM FURS Preview of custom furs for Fall and Winter, designed by Dragonette. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ACKERMAN-BLATT	60 EAST 56TH STREET SALON
Sept. 22	FIRST DAY OF AUTUMN (Wednesday).		
Wednesday Sept. 22 11:00 A.M.	MILLINERY SHOWING FOR THE PRESS Frank Brady will present his Fall millinery to the press. Attendance by invitation only. Contact: GR. 7-2236.	FRANK BRADY	107 MACDOUGAL STREET STUDIO
Wednesday Sept. 22 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Jeune Fille fashions will be presented by Hattie Carnegie during luncheon. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 23 10:30 A.M.	PRESS PREVIEW OF CUSTOM-MADE CLOTHES Elizabeth Hawes will present her Fall and Winter custom-made collection. Attendance by invitation. Publicity: Carson-Ruff Associates, MU. 2-2055.	ELIZABETH HAWES, INC.	867 MADISON AVENUE SALON (3RD FLOOR)
Thursday Sept. 23 1:00 P.M. Luncheon	NEW FASHIONS AT LUNCHEON SHOW Presentation of fashions by Milgrim at luncheon. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Hotel Plaza Fashion Publicity: Dorothy Wentworth King; or Adele Brown, PL. 3-1740.	MILGRIM	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 23 2:30 P.M.; 7:00 P.M.	SHOWING OF FASHIONS FOR FALL AND WINTER "Seal of Approved Fashions for Fall and Winter, 1948" - misses and junior clothes will be presented by Hearn's. Open to public. Contact: Helen Denson, Denson-Frey and Affiliates, MU. 3-3295.	HEARNS DEPARTMENT STORE 5TH AVE. AT 14TH ST.	5TH FLOOR AUDITORIUM
Monday Sept. 27 1:00 P.M. Luncheon	SHOWING OF FASHIONS FOR TALL GIRLS "Long View of Fall Fashions" -- presentation by Peg Newton, of complete wardrobe for tall girls. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Donna Cannon, MU. 8-2170. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL ROOF
Tuesday Sept. 28 1:00 P.M. Luncheon	HAND KNIT FASHIONS AT LUNCHEON SHOW Presentation of custom-made knit fashions by Mimi Pearce, who also instructs women in the knitting of their own clothes. Attendance by invitation. Contact: Mimi Pearce, RE. 7-8110. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 29 1:00 P.M. Luncheon	"FURS FOR '49" AT LUNCHEON SHOW Dein-Bacher of the Waldorf will present their new fur fashions during luncheon. Press by invitation. Public by reservation. Contact: "Frank" EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 29 2:30 P.M.	SHOWING OF FASHIONS UNDER FIFTY DOLLARS Altman's, in conjunction with Good Housekeeping Magazine, will present a showing of Fall fashions which will retail for under fifty dollars. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	THIRD FLOOR
Thursday Sept. 30 1:00 P.M. Luncheon	"FROM HEAD TO TOE" FALL FASHION SHOW David Lewis will present his Fall handbags at a luncheon show. Gloves by Viola Weinberger; shoes by Evins; hats by Mme. Pauline; jewelry by Trifari. There will be special prizes for those bringing rummage for benefit of Union Settlement. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Lewis Purses Publicity: Alexandre Tarsaidze, MU. 5-0960. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	LEWIS PURSES & UNION SETTLEMENT	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 30 1:00 P.M. Luncheon	READY-TO-WEAR FASHION SHOW Jaeckel will show ready-to-wear Fall and Winter fashions for misses and women at a luncheon show. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Jaeckel contact: Lillian Stein, PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	JAECKEL, INC.	ST. REGIS HOTEL ROOF
Oct. 4	FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday).		
Oct. 5	SECOND DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Tuesday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 6 1:00 P.M. Luncheon	FORECAST FASHIONS AT LUNCHEON SHOW "Forecast for Femininity" -- new fashions by The Tailored Woman at a luncheon show. Press by invitation. Public by reservation; contact "Frank", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
Wednesday Oct. 6 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Gunther will present fur fashions for Fall and Winter during luncheon. Press by invitation. Public by reservation; contact: "Jack", Cotillion Room headwaiter, TE. 8-8000. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Madeleine Riordan, TE. 8-8000.	GUNTHER	HOTEL PIERRE COTILLION ROOM
Beginning Wednesday Oct. 6	OPENINGS OF RESORT AND SPRING LINES The opening dates follow: <u>Wednesday, October 6</u> ADLER & ADLER; KANE-WEILL; SPORTCRAFT; STAR-MAID DRESSES <u>Thursday, October 7</u> DAVIDOW; MUTUAL-ROSENBLUM; CHARLES W. NUDELMAN <u>Friday, October 8</u> DAVID M. GOODSTEIN; ZOLTAN ROSENBERG Contact individual manufacturers.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS

Oct. 13 YOM KIPPUR - JEWISH DAY OF ATONEMENT (Wednesday).

Wednesday Oct. 13 1:00 P.M. Luncheon	SKIIS AND SKI FASHIONS AT LUNCHEON SHOW Ski wardrobes, custom-made by the Andre Ski Shop, 49 East 47th St., styled for True-Flex, Tey's newly perfected aluminum skis--presented in high fashion shades. Press by invitation. Public by reservation; contact Frank, headwaiter, EL. 5-3000. Tey and Andre Publicity: Anne Albee or Augusta Arnold, Lindsay Advertising, PL. 3-8571. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ANDRE SKI SHOP; TEY MANUFACTURING CO.	WALDORF-ASTORIA SERT ROOM
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Beginning Monday Oct. 18	SPRING AND RESORT OPENINGS BY FOGA The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. (The other seasonal openings are: Summer lines in early February, and Fall lines in May). Guild members who will present their lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH WERSBA & COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. FRED GREENBERG DRESS CO.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS CHARLES LANG, INC. DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS PARNIS-LIVINGSTON, INC.	INDIVIDUAL NEW YORK SHOWROOMS BEN REIG, INC. C. H. D. ROBBINS CO. RUDOLF GOWNS PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDEHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. JANET TAYLOR HANNAH TROY, INC.
Contact: Leonard W. Gandler, Executive Secretary, CH. 4-6945.			

MUSIC...MOVIES...THEATRES...TELEVISION

Friday August 27 PREMIERE: "TWO GUYS FROM TEXAS" (Movie) STRAND THEATRE, B'WAY & 47TH ST. Warner Brothers Technicolor release starring Dennis Morgan and Jack Carson as a song-and-patter team who find adventure and romance in Texas. With Dorothy Malone, Penny Edwards, Forrest Tucker. Produced by Alex Gottlieb; directed by David Butler. Wardrobe by Leah Rhodes; chorus costumes by Travilla. Publicity: Eve Siegel, CI. 6-1000.

Wednesday Sept. 1 4:05 P.M. - 5:00 P.M. THE GLORIA SWANSON HOUR ON TELEVISION STATION WPIX, CHANNEL 11 The program is divided into four sections: "High Fashion Trends", with Designer Jo Copeland of Patullo and Eleanor Lambert, Fashion Coordinator of the New York City Golden Jubilee, as guests; "Glamor on a Budget," featuring a presentation of wearables for the young matron; "Beauty Salon" a discussion of teen age beauty problems by Jean Campbell, beauty editor of Seventeen Magazine. Director: Dick Rose. Fashion Coordinator: Kay Bardsley, WPIX, MU. 2-1234.

Thursday Sept. 2 PREMIERE: "GOOD SAM" (Movie) RADIO CITY MUSIC HALL, 50TH ST. & 6TH AV. RKO Radio release of the Rainbow production starring Gary Cooper, Ann Sheridan, Ray Collins, Edmund Lowe, Jean Loring. The story of a modern day "good samaritan" whose generosity almost wrecks his life. Produced and directed by Leo McCarey. Ann Sheridan's costumes by William Travilla. Publicity: Rutgers Neilson, CO. 5-6500.

Thursday Sept. 2 7:00 P.M. PREMIERE: "TOTS, TWENS 'N TEENS" ON TELEVISION STATION WABD A new television program will be presented by Macy's, New York, who will display merchandise of over 20 manufacturers. Central character of story will be a three-and-one-half-foot puppet, "Oky Doky," visible only to children. Publicity: Jane Barton, Television on Parade, MU. 7-0272.

Tuesday Sept. 7 RE-SHOWING: "SHOW BOAT" CITY CENTER THEATRE, 131 WEST 55TH ST. Rogers and Hammerstein will present the New Stage production of the famous classic by Edna Ferber, for a two-week engagement at the City Center. Staged by Hassard Short; choreography by Helen Tamiris. Costumes by Lucinda Ballard. Settings by Howard Bay. Cast includes: Billy House, Norwood Smith, Pamela Caveness, Sammy White. Publ., Michael Mok, CI. 6-7889.

Tuesday Sept. 7 OPENING: "SUNDOWN BEACH" BELASCO THEATRE, 44TH ST. EAST OF B'WAY Studio, Inc. production of play by Bessie Breuer. Cast includes: Louisa Horton, Ralph Cullinan, Warren Stevens. Produced by Louis J. Singer. Directed by Elia Kazan. Publicity: Wolfe Kaufman, LO. 4-3950.

Thursday Sept. 9 OPENING: "HILARITIES OF 1949" ADELPHI THEATRE, 54TH ST. E. OF B'WAY Morey Amsterdam's "song, dance and laugh extravaganza" with performers including: Morey Amsterdam, Luba Malina, Paul Winchell, Jerry Bergen, Al Kelly, Georgie Tapps, the Halloway Sisters. Music by Carl Lampl; lyrics by Stan Arnold, Buddy Kaye. Director: Mervyn Nelson. Producers: Ken Robey and Stan Zucker. Publicity: George Ross, BR. 9-5906.

Wednesday Sept. 15 OPENING: "SMALL WONDER" CORONET THEATRE, 49TH ST. WEST OF B'WAY New musical review marking the production debut of George Nichols III. Cast includes: Alice Pearce, Tom Ewell, Mary McCarty. Sketches by Charles Spaulding, Louis Laun, Max Wilk and George Axelrod. Director: Burt Shevelove. Settings: Ralph Alswang. Costumes: John Derro. Publicity: Lipsky and Bloom, CH. 4-5185.